

Eighth bi-annual conference on:



# The Economics of Intellectual Property, Software and the Internet

*Toulouse, January 8-9, 2015*

## ORGANIZING COMMITTEE

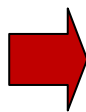
Jacques Crémer and Paul Seabright.

## CONFERENCE VENUE

Toulouse School of Economics (TSE)  
Manufacture des Tabacs  
Buildings I and S  
21 allée de Brienne  
31000 Toulouse - France

## CONFERENCE SECRETARIAT

Florence Chauvet  
IDEI-TSE  
Université de Toulouse 1 Capitole  
Manufacture des Tabacs  
Aile Jean-Jacques Laffont  
21 allée de Brienne  
31000 Toulouse – France



**Check out the symposium  
on January 7, 2014**

**Symposium on the Impact of the  
Internet on Political  
Participation**

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INSTITUT  
D'ÉCONOMIE  
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**Wednesday, January 7, 2014**

☞ *Building S – Amphi MS 001*

## **Symposium on the Impact of the Internet on Political Participation**

- 17:30 – 19:00      **Ruben DURANTE** (Sciences Po), Filipe R. CAMPANTE (Harvard Kennedy School) and Francesco SOBBRIO (Catholic University of Milan)  
*The Multifaceted Effect of Broadband Internet on Political Participation*
- Tommaso VALLETTI** (Imperial College London), Alessandro GAVAZZA (London School of Economics) and Mattia NARDOTTO (University of Cologne)  
*Internet and Politics: Evidence from UK Local Elections and Local Government Policies*
- 19:00 – 20:30      **Drinks and snacks** ☕🍷      ☞ *Building S - Room MS 002*

**Thursday, January 8, 2014**

**PLENARY SESSION A – Internet and the Market for Books<sup>2</sup>**      ☞ *Building I - Amphi Guy Isaac*

- 9:00 – 10:30      **Sara FISHER ELLISON** (MIT) and Glenn ELLISON (MIT)  
*Match Quality, Search, and the Internet Market for Used Books*  
Discussant: **Marc IVALDI** (TSE)
- Alexander WHITE** (Tsinghua University) and Germain GAUDIN (Heinrich Heine University)  
*On the Antitrust Economics of the Electronic Books Industry*  
Discussant: **Patrick REY** (TSE)
- 10:30 – 11:00      **Coffee break** ☕      ☞ *Building S - Room MS 002*

*25 minutes for speakers, 10 minutes for discussants, remaining time for general discussion.*

## Thursday, January 8, 2014

### PARALLEL SESSION 1 – Innovation and Licensing

☞ *Building S - Room MS 001*

11:00 – 12:30      **Erik Gaard KRISTIANSEN** (Norwegian School of Economics) and  
Richard GILBERT (University of California, Berkeley)  
*Licensing and Innovation with Imperfect Contract Enforcement*  
Discussant: **Helmuth CREMER** (TSE)

**Marc BOURREAU** (Telecom ParisTech and CREST-LEI), Yann MENIERE  
(MINES ParisTech) and Tim POHLMANN (MINES ParisTech)  
*The Market for Standard Essential Patents*  
Discussant: **Doh-Shin JEON** (TSE)

### PARALLEL SESSION 2 – Selling Information

☞ *Building S - Room MS 003*

11:00 – 12:30      **Alessandro BONATTI** (MIT), Dirk BERGEMANN (Yale University) and  
Alex SMOLIN (Yale University)  
*Selling Experiments: Menu Pricing of Information*  
Discussant: **Simon WILKIE** (Microsoft and USC)

**Helen WEEDS** (University of Essex) and Rosella ARGENZIANO (University of  
Essex)  
*Does Freedom of Information Deter Information Acquisition?*  
Discussant: **Bernard CAILLAUD** (PSE)

12:30 – 14:00      **Lunch** ☞

☞ *Building S - Room MS 002*

### PARALLEL SESSION 3 – The Market for News

☞ *Building S - Room MS 001*

14:00 – 15:30      **Joan CALZADA** (Universitat de Barcelona) and Guillem ORDONEZ (University  
of Warwick)  
*Competition in the News Industry: Fighting Aggregators with Versions and Links*  
Discussant: **Markus REISINGER** (WHU)

**Ananya SEN** (TSE) and Pinar YILDIRIM (University of Pennsylvania)  
*Clicks and Editorial Decisions: Does Popularity Shape Issue Coverage?*  
Discussant: **Emilio CALVANO** (CSEF – University of Naples Federico II)

## Thursday, January 8, 2014

### PARALLEL SESSION 4 – Standards

*☞ Building S - Room MS 003*

14:00 – 15:30      **Justus BARON** (Northwestern University), **Kirti GUPTA** (Qualcomm Economics and Strategy) and **Daniel SPULBER** (Northwestern University)  
*Technology Standards in the Knowledge Production Function – Evidence from 3GPP*

Discussant: **Paul SCOTT** (TSE)

**Gaston LLANES** (Catholic University of Chile) and **Joaquin POBLETE** (Catholic University of Chile)

*Technology Choice and Coalition Formation in Standards Wars*

Discussant: **Vianney DEQUIEDT** (Université d’Auvergne)

15:30 – 16:00      **Coffee break** ☕

*☞ Building S - Room MS 002*

16:00– 18:00      **ROUNDTABLE** – The Future of Publishing

*☞ Building I - Amphi Guy Isaac*

**John KAY** (London School of Economics)

**Stephen MAURER** (University of Berkeley)

**Toby MUNDY** (Director, Toby Mundy Associated Ltd.)

**Hal VARIAN** (Google)

19:30                **Dinner** 🍽️

## Friday, January 9, 2014

### PLENARY SESSION B – Intermediaries

☞ *Building I - Amphi Guy Isaac*

08:30 – 10:45

**Hal R. VARIAN** (Google, Inc.) and Kay H. BRODERSEN (Google, Inc.)  
*Estimating Online ad Effectiveness: a Practical Guide*  
Discussant: **Chris NOSKO** (University of Chicago)

**Pat BAJARI** (Amazon Inc.), Ana Gomez LEMMEN MEYER (Amazon Inc.) and Wilko Z. SCHULZ-MAHLENDORF (Amazon Inc.)  
*The Digital Economy and Evolving Marketplaces: Empirical Evidence from the Online Sale of Digital and Physical Books*  
Discussant: **Thierry MAGNAC** (TSE)

**Greg TAYLOR** (University of Oxford) and Alexandre DE CORNIERE (University of Oxford)  
*Quality Provision in the Presence of a Biased Intermediary*  
Discussant: **Michael RIORDAN** (Columbia University)

10:45 – 11:15

**Coffee break** ☕

☞ *Building S - Room MS 002*

### PARALLEL SESSION 5 – Financing Innovation

☞ *Building S - Room MS 001*

11:15 – 12:45

**Roberta DESSI** (TSE) and Nina YIN (Tulane University)  
*Venture Capital and Knowledge Transfer*  
Discussant: **Laura BOTAZZI** (University of Bologna and IGIER)

**David ZVILICHOVSKY** (Tel Aviv University - Recanati), Yael INBAR (Tel Aviv University) and Ohad BARZILAY (Tel Aviv University)  
*Playing Both Sides of the Market: Success and Reciprocity on Crowdfunding Platforms*  
Discussant: **Sébastien POUGET** (TSE)

### PARALLEL SESSION 6 – The Impact of Communication

☞ *Building S - Room MS 003*

11:15 – 12:45

**Vahagn JERBASHIAN** (University of Barcelona and CERGE-EI) and Anna KOCHANOVA (Max Planck Institute for Research on Collective Goods and GERGE-EI)  
*The Impact of Telecommunication Technologies on Competition in Services and Goods Markets: Empirical Evidence*  
Discussant: **Bruno JULLIEN** (TSE)

**Yossi SPIEGEL** (Tel Aviv University, CEPR and ZEW), Igal HENDEL (Northwestern University) and Saul LACH (The Hebrew University and CEPR)  
*Social Media and Consumers' Countervailing Power: The Cottage Cheese Boycott*  
Discussant: **Sara FISHER ELLISON** (MIT)

12:45 – 14:00

**Lunch** 🍽️

☞ *Building S - Room MS 002*

*25 minutes for speakers, 10 minutes for discussants, remaining time for general discussion.*

## Friday, January 9, 2014

### PARALLEL SESSION 7 – Telephony

☞ *Building S - Room MS 001*

14:00 – 16:00

**Julienne LIANG** (Orange France) and Lukasz GRZYBOWSKI (Telecom ParisTech)

*Estimating Demand for Fixed-mobile Bundles and Switching Costs Between Tariffs*

Discussant: **François POINAS** (TSE)

**Pedro PEREIRA** (AdC and CEFAGE-UE), Joao MACIEIRA (Virginia Tech) and Joao VAREDA (European Commission and CEFAGE-UE)

*Bundling Incentives in Markets with Product Complementarities: The Case of Triple-Play*

Discussant: **Romain DE NIJS** (PSE)

**Doh-Shin JEON** (TSE and CEPR), Jay Pil CHOI (University of New South Wales) and Byung-Cheol KIM (Georgia Institute of Technology)

*Asymmetric Neutrality Regulation and Innovation at the Edges: Fixed vs. Mobile Networks*

Discussant: **Dominik GRAFENHOFER** (MPI Bonn)

### PARALLEL SESSION 8 – Intermediaries

☞ *Building S - Room MS 003*

14:00 – 16:00

**Yann MENIERE** (MINES ParisTech, PSL – Research University), Charlène COSANDIER (MINES ParisTech, PSL – Research University), Henry DELCAMP (MINES ParisTech, PSL – Research University) and Aija LEIPONEN (Cornell University)

*Assertive and Preemptive Intermediaries in the Market for Patents*

Discussant: **Eirik Gaard KRISTIANSEN** (Norwegian School of Economics)

**Yaron YEHEZKEL** (Tel-Aviv University), Hanna HALABURDA (Bank of Canada) and Bruno JULLIEN (TSE)

*Dynamic Competition with Network Externalities: Why History Matters*

Discussant: **André VEIGA** (Nuffield College, Oxford)

**Xingyi LIU** (Universitat Würzburg)

*Targeted Advertising and Entry*

Discussant: **Alexander WHITE** (Tsinghua University)

16:00 – 16:30

**Coffee break** ☕

☞ *Building S - Room MS 002*

**Friday, January 9, 2014**

16:30 – 18:00

**SUZANNE SCOTCHMER MEMORIAL LECTURE**

*☞ Building I - Amphi Guy Isaac*

**Josh LERNER** (Harvard Business School)

*Copyright in the Cloud*

Discussant: **Gerard LLOBET** (CEMFI)

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